
Lala Vaishno De

Software Development Engineer (SDE II)

lalad@amazon.com

EXPERIENCE

Amazon Advertising, Seattle (WA) - SDE I/SDE II

2017 - PRESENT

- Work for a team that measures ad campaign performance by attributing ad traffic to conversions and produces aggregated measurements for reporting.
- Planned, developed and launched a project to improve viewability standards in attribution for all advertisers in all marketplaces across all CPM ad programs, involved more than 15 engineers and product managers. See: <https://advertising.amazon.com/blog/introducing-media-rating-councils-viewability-standard>
- Proposed and developed simple, creative solutions for projects and to solve operational gaps including by prototyping in hackathons.
- Consistently raised the bar in understanding and solving operational issues.
- Supported multiple away team projects integrating into the engineering stack.

Amazon Advertising, Seattle (WA) - SDE Intern

Summer 2016

- Worked for the Advertising Data Warehouse team. Developed a self-service contract evaluation service that enables teams to have automated monitoring on data integrity in tables. Is currently being used by more than 6 teams.

EDUCATION

Purdue University, West Lafayette - B.S. in Computer Science

2014 - 2017

- For senior design, worked with the Department of Atmospheric Science, Purdue University to create a data pipeline to run map-reduce programs on EMR for public NEXRAD datasets in S3 and produce results in a form that can be visualized.
- Was responsible for setting up and running custom mapreduce jobs on EMR, adding sample computations on weather data and enabling the pipeline to run on a local Hadoop cluster. See: <https://aws.amazon.com/blogs/publicsector/nexrad/>

SKILLS

Mostly a Java developer with experience in Python and SQL languages and Hadoop and AWS systems. Trying to learn Spark in my own time.